



Consulting and Training | Reach New Heights

Course Name

Advanced Strategic & Data-Driven Business Analysis

Sector Name

Digital Transformation and Innovation

Document Type

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Advanced Strategic & Data-Driven Business Analysis

Course Introduction

Modern organizations increasingly rely on Business Analysts to bridge strategy, operations, and technology. This advanced course focuses on strategic business analysis, emphasizing data-driven decision-making, enterprise process optimization, and analytics-enabled insights. Participants will learn to align business needs with organizational objectives, use advanced modeling techniques, and support high-impact decisions with data.

The course goes beyond traditional requirement gathering to equip participants with the skills to analyze complex business challenges, optimize processes, and leverage data for predictive insights. Real-world case studies, tools, and hands-on exercises will prepare participants to operate as strategic partners, delivering value through effective business analysis.

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Advanced Strategic & Data-Driven Business Analysis

Target Audience

- ✓ Business Analysts and Senior Business Analysts
- ✓ Strategy and Planning Professionals
- ✓ Business Intelligence (BI) Specialists

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Advanced Strategic & Data-Driven Business Analysis

Learning Objectives

- Conduct strategic business analysis aligned with organizational goals.
- Leverage data analytics to drive business insights and decisions.
- Model, optimize, and improve complex business processes.
- Manage stakeholder relationships and influence business strategy.
- Apply advanced requirements management, traceability, and governance techniques.

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Advanced Strategic & Data-Driven Business Analysis

Course Outline

✓ DAY 01

Strategic Business Analysis

- ✓ Understanding the role of Business Analysis in strategy execution
- ✓ Aligning business initiatives with organizational objectives
- ✓ Strategic needs assessment and business case development
- ✓ Advanced stakeholder mapping and influence analysis
- ✓ Identifying opportunities for process optimization and digital transformation

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Course Outline

✓ Day 02

Advanced Requirements Elicitation and Documentation

- Techniques for eliciting complex and tacit requirements
- Use cases, user stories, and advanced scenario analysis
- Requirements prioritization frameworks (MoSCoW, Kano, WSJF)
- Traceability matrices and requirements governance
- Collaborative workshops and validation with stakeholders

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Course Outline

✓ Day 03

Business Process Modeling and Optimization

- ✓ Enterprise process mapping using BPMN, UML, and value stream mapping
- ✓ Identifying inefficiencies and bottlenecks
- ✓ Process simulation, analysis, and redesign
- ✓ Linking processes to KPIs and business outcomes
- ✓ Change management considerations in process improvement

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Course Outline

✓ Day 04

Data-Driven Decision Making

- Introduction to analytics for business analysis
- Using SQL, Excel, and visualization tools for data insights
- KPI definition, measurement, and dashboard reporting
- Scenario planning, forecasting, and predictive analysis
- Data storytelling to communicate insights to leadership

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Course Outline

✓ Day 05

Advanced Stakeholder Management and Solution Assessment

- ✓ Building influence and credibility with senior stakeholders
- ✓ Assessing solution options against business objectives
- ✓ Risk identification, mitigation, and impact analysis
- ✓ Cost-benefit analysis and ROI evaluation
- ✓ Case studies: implementing strategic business analysis in real-world scenarios

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai
June 14, 2026	June 18, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 22, 2026	Nov. 26, 2026	5 days	2150.00 \$	Virtual , Online
Aug. 2, 2026	Aug. 6, 2026	5 days	4250.00 \$	Egypt , Cairo

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